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Design Guidelines

FSI/Circular Ad Templates

PENTIUM® PROCESSOR AND WINDOWS® XP

intel®



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How to use the templates

Templates are provided in QuarkXPress* version 4.1 saved for both Mac and PC platforms. Images imported into the templates are provided in Adobe* Illustrator* version 8 and/or Adobe* Photoshop* version 6 saved for both Mac and PC platforms. The Helvetica Neue Family is the typeface used in the templates which is supplied on this disc for both Mac and PC platforms. The Family contains various weights, such as Light, Roman, Medium, Bold etc, please refer to the specifications for correct usages. The specifications on the following pages are based on the Half Page Horizontal Ad. Image and copy sizes will vary depending on the template used. Style Sheets have been established with the specifications for each template. PDF files of the templates at 100% size are included on this disc for visual reference only.

In order to open and use these files you must meet the below requirements.

Mac System Requirements

- PowerPC* processor
- Mac OS software version 8.5 or higher
- 64 MB of RAM
- Color monitor with 256-color (8-bit) or greater video card
- 800x600 or greater monitor resolution
- CD-ROM drive

Mac Software Requirements

- QuarkXPress version 4 or higher
- Adobe* Acrobat* version 4 or higher
- Adobe Helvetica Neue (included on disc)

Windows System Requirements

- Intel® Pentium® processor
- Microsoft* Windows 98, Microsoft* Windows ME, Microsoft* Windows 2000, Microsoft* Windows NT 4
- Color monitor with 256-color (8-bit) or greater video card
- 800x600 or greater monitor resolution
- CD-ROM drive

Windows Software Requirements

- QuarkXPress version 4 or higher
- Adobe Acrobat version 4 or higher
- Adobe Helvetica Neue (included on this disc)



Consumer Templates

Design Guidelines for FSI/Circular Ad Templates



Template sizes

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- V.90/1.5 Mb max Digital DSL modem
- 100 MB Iomega® Zip® built-in drives
- Edit, create, and share digital memories
- Make, mix, and enjoy music on your PC
- Direct, edit, and star in your own home movies

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Quarter Page Ad:
3.75" wide by 4.375" tall

Full Page Ad: 9.75" wide by 15.5" tall

Specifications

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2 Experience the Power of Windows® XP and the Pentium® 4 Processor.

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- 7.1/90/1.5 Mb max Digital DSL modem
- 100 MB Iomega® Zip™ built-in drives
- Edit, create, and share digital memories

5

6 Make, mix, and enjoy music in your PC
Direct, edit, and star in your own home movies

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- 1. Tagline Header** — This artwork is provided as an Adobe® Illustrator eps file. This art should not be modified in any way. The art is placed into the layout and is enlarge or reduced to fit within a height of 3 picas (.5"). This art includes the "The power you need and the freedom you want" text knocks out white. The Blue background color is set up as a process mix of Cyan: 70%, Magenta: 30%. The Orange background color is set up as a process mix of Magenta: 70%, Yellow: 100%.
- 2. Headline** — Type set to Hel. Neue Light 14/16, space after p2 (.028"), center aligned.
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- 4. System Description Benefit Statement** — Type set to Hel. Neue Light 8/9, space after p2.
- 5. System Technical Specifications** (shown here as the first 5 bullets) — Type set to Hel. Neue Light 6/7, space after p2, left indent p2, tab at p6.
- 6. System Features** (shown here as the last 3 bullets) — Type set to Hel. Neue Light 6/7, space after p2, left indent p2, tab at p6.



Specifications continued

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- Price Numbers** — Type set to Hel. Neue Black 11/9.5, space after p3 (.042"). Draw a .5 point line before the total.
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Specifications continued

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15. **Price Box** — The Yellow background color is set up as a process mix of Magenta: 20%, Yellow: 100%. The corner radius is set to p6. There is a horizontal layout and a vertical layout for flexibility.

16. **System Technical Specifications and Features Box** — The Blue background color is set up as a process mix of Cyan: 70%, Magenta: 30% at a tint of 20%. The 1 point frame is 100% Blue. The corner radius is set to p6.

17. **Computer System** — This artwork is for placement only and will need to be replaced with an appropriate image. Please use one of the supplied screen shots on this CD.

18. **Keyline** — The ad should have a 1 point Black frame.

19. **Copyright and Trademark Symbols** — Keep the point size consistent throughout the ad layout. The full page ad symbols are set to 6 point type, all other ad sizes are set to 4 point type. Alignment of the symbols after a cap height character aligns to the cap height. Alignment of the symbols after an x-height character aligns to the x-height.

Messaging

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Edit, create, and share digital memories
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Microsoft® Windows® XP

Intel® Pentium® 4 processor optimizations

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1. Tagline

- The Power You Need and the Freedom You Want.

2. Headline

- Experience the Power of Windows® XP and the Pentium® 4 Processor

4. System Description Benefit Statements options¹

- Experience the Power of Digital Imaging
- Experience the Power of Digital Music
- Experience the Power of Digital Video
- Experience the Power of Your Home Network

6. System Features options¹ (shown here as the last 3 bullets)

- Edit, create, and share digital memories.
- Make, mix, and enjoy music on your PC.
- Direct, edit, and star in your own home movies.
- Retouch, revise, and revisit your memories through digital photos.
- Quickly convert your CDs to MP3s and organize your music collection instantly.
- Edit your own home movies into masterpieces.

¹ Please note we have provided these approved alternatives to use as appropriate to the system you choose to feature in the ad.

Contacts

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Thank you

For more information, please contact one of the following:

Lisa Ramirez

Phone: 408.765.7196 Email: lisa.a.ramirez@intel.com

